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Nissan EV Workplace Charging Program

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Workplace Charging Value Creation

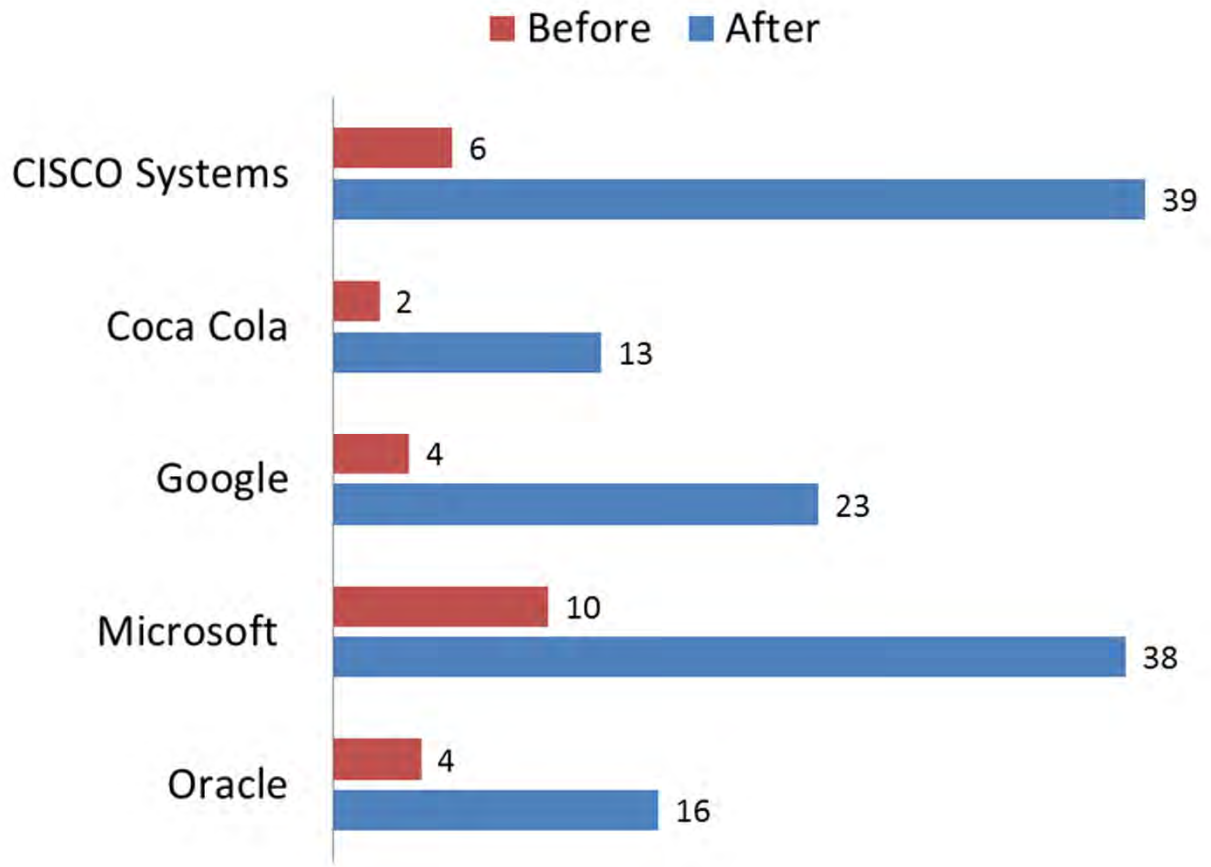
	Value Proposition	Nissan Support

For Employer	• Unique employee benefit
	• Sustainability:
	  ▪ Reduce CO_2 footprint
	  ▪ CSR reporting
	• Brand image
	• Reduce fleet costs
		• Turnkey Package:
		  ▪ VPP pricing & infrastructure
		  ▪ Best practices consulting
		  ▪ Charging network operators
		  ▪ EV education

For Employee	• Competitive pricing • Lower fuel expenses • EV range extension • Personal sustainability	• Special VPP pricing • Home charging consulting • Online tools & apps • EV education sessions & drives • Referral program

Workplace Charging Works!

Average per Month Nissan LEAF Adoption
Before & After Nissan EV Workplace Initiative



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Over **10,000 LEAF** sales can directly be attributed to Workplace efforts!

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Nissan Workplace Charging Program: Overview

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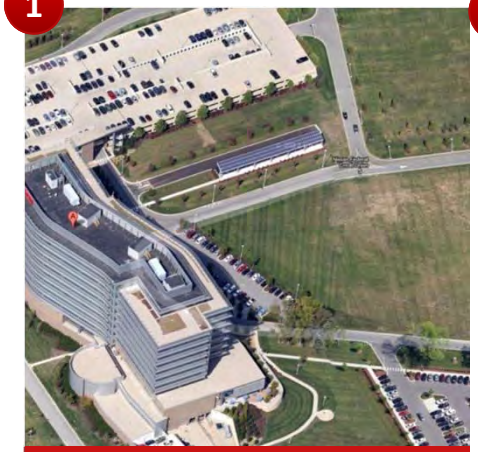
1



Management Kick-off Meeting

- Set goals
- Assess current & future charging needs
- Establish program timeline

2

LEAF Promotion

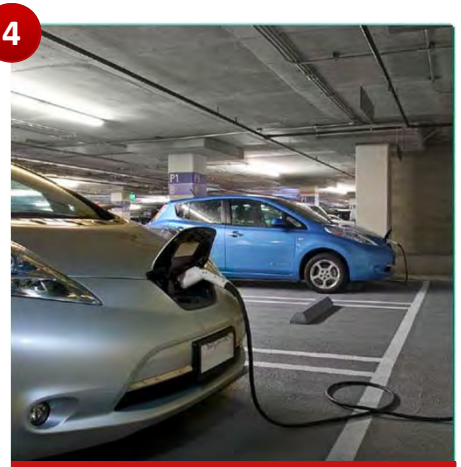
- Ride & Drive
- Educational Seminars
- Posting of LEAF on perks page

3

Infrastructure

- Perform site assessments
- Determine level of Nissan funding
- Order & Install chargers

4



Track & Evaluate

- Measure electric miles
- Track PEV adoption
- Continue promotional events

Workplace Charging Makes Sense

- *"Nissan LEAF helps employees manage time better . "The math really works out. We have a lot of very talented and very valuable people and they waste a lot of time in traffic. So if we can save them a half hour a day, and that is very easy to do, a lot of people save much more than that, very quickly that winds up adding up to a whole lot more than what we pay for the car so it just makes economic sense"*

  - Phil Libin, CEO, Evernote

- *"At SAP we believe in using our technology in being sustainable evangelists by taking innovative measures to approach clean transportation challenges. It only makes sense to ensure that our own workplace promotes alternative transportation especially electric vehicles and charging. We are proud to be a vanguard in this movement. "*

  -Geoff Ryder, Sustainability Principal, SAP Labs Palo Alto

- *"Workplace charging provides extra peace of mind in knowing that I have the infrastructure to make this decision work for me"*

  - J. Nelson, LEAF Owner Testimonial

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L2 WP Checklist

- Usage:
  - ✓ How many vehicles will need to charge throughout the day?
  - ✓ Does the employer have a WPC policy to help control usage?
  - ✓ Are the charging stations publically accessible?
  - ✓ Does the employer have EV fleet vehicles?
- Access Control & Monetization:
  - ✓ Does the site host require access to detailed data on charging station usage? If so, why?
  - ✓ Will access need to be limited to certain groups or users?
  - ✓ Will users need to pay to charge?
  - ✓ What existing charging equipment and networking (if any) does the site support?
- Installation:
  - ✓ Will the charging station be placed on a wall or require a pedestal?
  - ✓ Where is the power supply located?
- Connectors:
  - ✓ How many vehicles will be using the charging station at any one time?
  - ✓ What is the configuration of the parking spots for the EV spaces?
- Design:
  - ✓ Does the company want to brand the equipment?
  - ✓ Will signage be needed to designate parking spots?

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Workplace Example: Georgia Power (Southern Company)

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Nissan Collaboration:

- Donated 8 Level 2 and 2 DC Fast Chargers (1 at workplace)
- Conducted 2 Ride & Drive events

Workplace & Fleet:

- 60 Level 2 DC Fast Chargers charging stations for employees
- Planning 22 more L2s

EV Adoption:

Pre-Collaboration in July 2012: 10-15 EV drivers

Today as of October 2014: 300+ EV drivers

Nissan VPP Program: Maryland example

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Do the math and save up to:

$10,

In state and local incentives*

$29,010	Starting MSRP[3]
- up to $7,500	Federal Tax Savings[1]
- up to $3,000	Local Incentive[1]
- $3,500	NMAC Cash[4]
as low as $15,010	Net value after potential savings

+ up to **$1,000** off dealer invoice price for VPP customers[13]

+ 0% APR for 72 months for qualified buyers[14]

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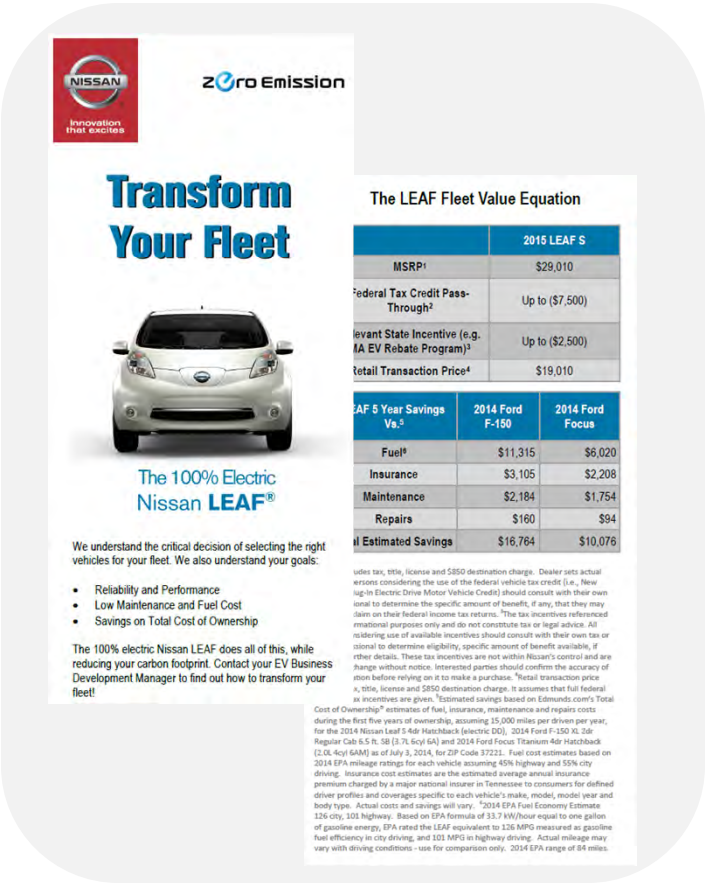
*The incentives and additional perks referenced are for informational purposes only. This information does not constitute tax or legal advice.

Nissan EV Fleet Program

- ***Data-driven approach to Fleets***
- Evaluate vehicle & Charging needs
- Develop a fleet strategy
- Assess available Nissan financial products
- Facilitate purchase through dealer
- Implement charging infrastructure plan



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Transform Your Fleet

The 100% Electric Nissan **LEAF®**

We understand the critical decision of selecting the right vehicles for your fleet. We also understand your goals:

- Reliability and Performance
- Low Maintenance and Fuel Cost
- Savings on Total Cost of Ownership

The 100% electric Nissan LEAF does all of this, while reducing your carbon footprint. Contact your EV Business Development Manager to find out how to transform your fleet!

The LEAF Fleet Value Equation

	2015 LEAF S
MSRP[1]	$29,010
Federal Tax Credit Pass-Through[2]	Up to ($7,500)
Relevant State Incentive (e.g. MA EV Rebate Program)[3]	Up to ($2,500)
Retail Transaction Price[4]	$19,010

LEAF 5 Year Savings Vs.[5]	2014 Ford F-150	2014 Ford Focus
Fuel[6]	$11,315	$6,020
Insurance	$3,105	$2,208
Maintenance	$2,184	$1,754
Repairs	$160	$94
Total Estimated Savings	$16,764	$10,076

Case studies: Fleets in practice

City of Seattle : 44 Nissan LEAFs in Fleet

- 18 Reserved for individual users: housing inspectors, parking enforcement, etc.
- 26 LEAFs in Employee Motor Pool
  - All with dedicated L2 charging
  - Accessible to all city employees
  - Easy to use online reservation and key kiosk system
  - High utilization by city employees
- Trial Nissan LEAF with DCFC in 2014
- Savings:
  - 375,000 gas free miles & counting
- Charging Costs:
  - To date paid total ~$9,000 in power bills and avg $300/month for 26 LEAFs

Cumulative fuel savings:

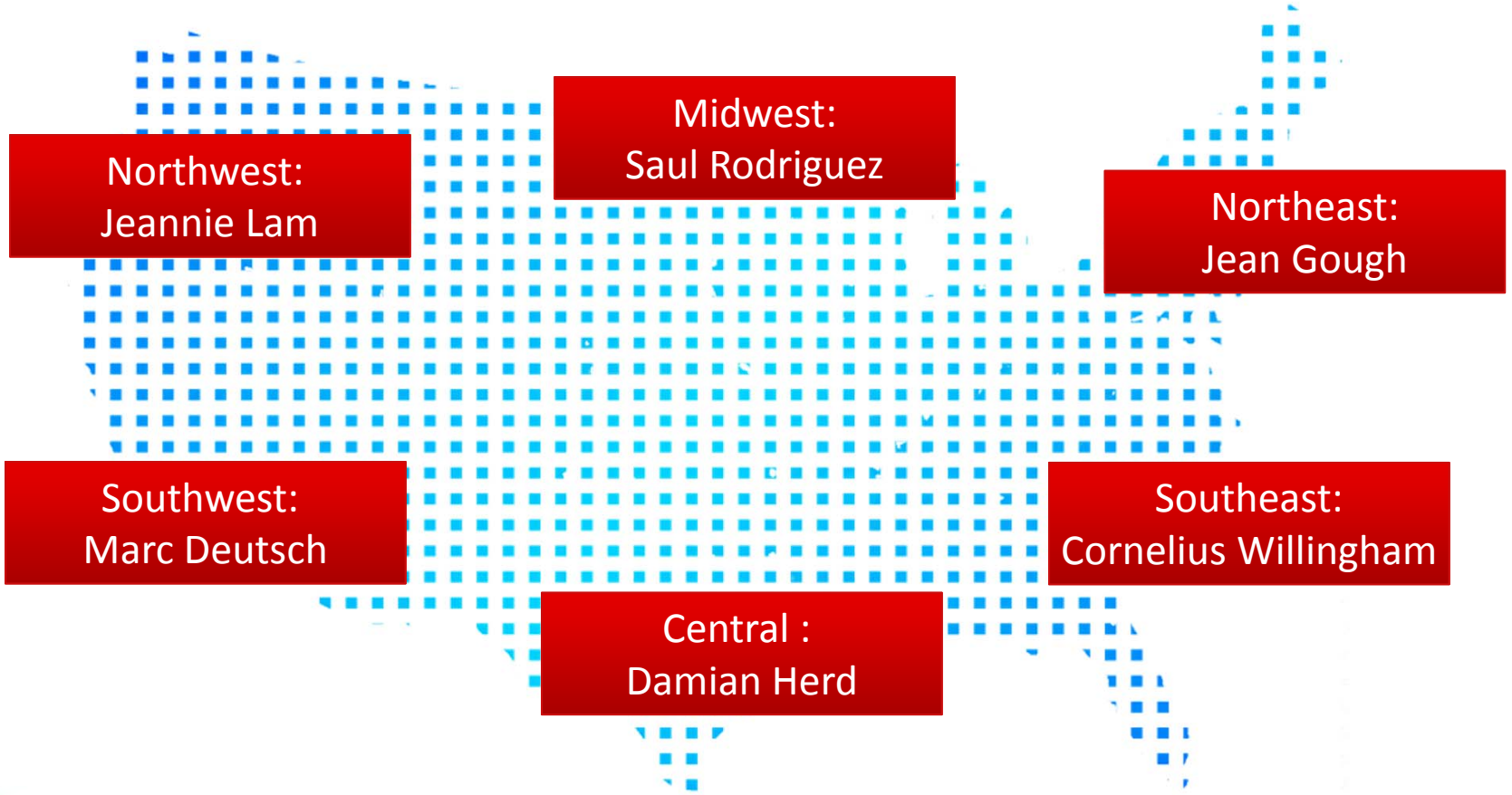
vs. gas vehicles in fleet: $82,000 ($0.17/mile)

vs. hybrid vehicles in fleet: $30,000 ($0.06/mile)

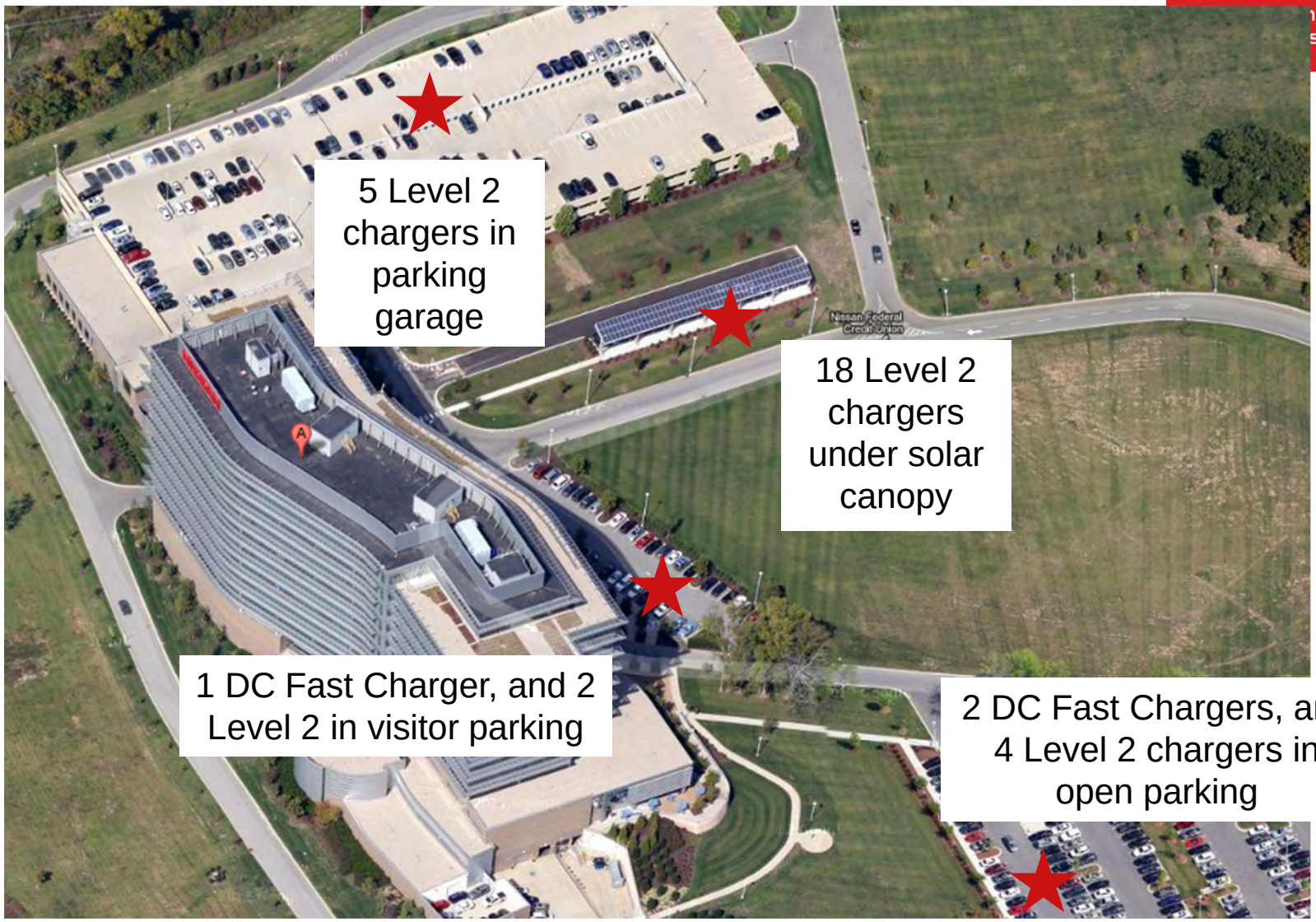
Source: City of Seattle

National Coverage

EV Business Development Managers (BDM) manage workplace and fleet programs in their respective regions



Nissan North America's HQ Solution



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